

abmag

SUMMER
2015

ISSUE 52



MUSE: Iria Esteller
Photo by David Santacruz

Raw Talents Magazine

THE COVER



Muse: Iria Esteller@BCN Talents
Stylist : Sergio Serrano
Make up & Hair: CArmina Ponts

Photography by David Santacruz Gonzalez

Blog. Selected content around internet
Pinterest. Our style in one sight
Twitter. Chit-chating and featured links
Facebook. Friends and Followers, pure love!
Vimeo. Cover making-of, catwalks, video -art.
Tumblr. Our little hochpotch

are you the?

RAW TALENT

we
are
looking
for.

contact us
HERE



editor@2bemag.com

STAFF

Editor in Chief

JOSE GRIMM

jose@2bemag.com

Art Director

SEAN AMMIR

sean@2bemag.com

Software Developer

FEDERICO VEIGA

fede@2bemag.com

Video Art Writer

BEN GRIMM

ben@2bemag.com

General Coordinator

ROMAN AUSTIN

roman@2bemag.com

Marketing

LIDIA JOHNSON

lidia@2bemag.com

Social Networks

NAT&JAY

nata@2bemag.com

Fashion Writer

TOSHA CLEMENTS

tosha@2bemag.com

Production

JOSE GRIMM ST.

studio@2bemag.com

Join us

DISCOVERING RAW TALENT

Discovering and promoting talented people



#DIESELHIGH



DIESEL



MAC
Muggable



MAC



#DIESELHIGH



DIESEL

Capa ZARA
Vestido Placi design



SEDUZIONE CATOLICA

Photography by David Santacruz Gonzalez



team :

Muse: IriaEsteller@BCN Talents :
Stylism: Sergio Serrano :
MUA&H: Carmina Ponts :
Assitants: Patricio Rivera & Oriol :

Sujetador LA PERLA.
Top ASOS
Falda MANGO



Top ZARA
Pantalon SUITE BLANCO

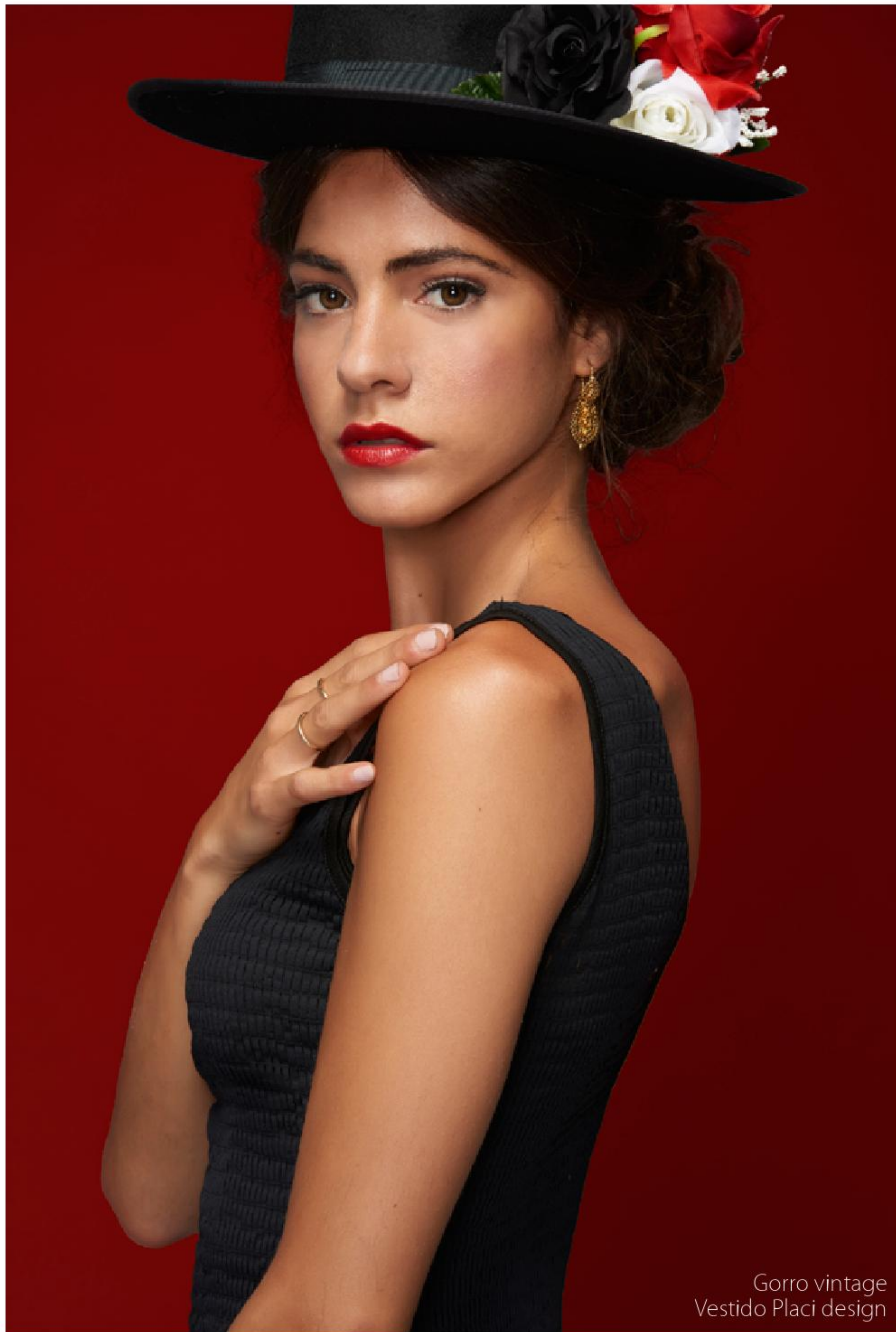


Top H&M
Falda Vintage.
Sujetador Women secret



Falda ASOS
Top Intimissimi
Blusa H&M.
Zapatos GUESS





Gorro vintage
Vestido Placi design





#DIESELHIGH



DIESEL



Julie Petelle

Made by Julie Petelle



Lew

Made by Lewis Hughes-Batley



IN THE RAMP

Photography by Juan Carlos Arenas



team:

Muse: Farnes@BCN Talents
Andrea@Salvador Models
Stylism: Elisabeth Merino
MUA&H: Edson Terán
Assistans: Adriana Arenas
Francisco Gonçalves

Wardrobe courtesy of COSHOP















Andrea Penaranda

Made by Andrea Penaranda



BESS

Made by Bess





Photography by Natali Danina





K PHOTO PRODUCTION



is beauty

The image features the MAC logo in white, stylized capital letters against a solid black background. The logo is positioned in the center of the frame. To the left of the logo, there is a vertical strip showing a close-up of a person's skin and a MAC cosmetic product, likely a lipstick or lip gloss, with a silver cap and a pinkish shade. The overall composition is minimalist and focuses on the brand identity.



jacket RAG & BONE
top LA PERLA
necklace ZADING E VOLTAIRE
coronet LANVIN

THE POWER OF SEVENTIES

Photography by Federico Barbieri



top LA PERLA
trousers CARLA G.
bag CHANE
jacket RAG & BONE
necklace ZADING E VOLTAIRE
coronet LANVIN, shoes GUESS

team:

Muse: Olga Shuiteva
Stylism: Carolia Bergonzoni
MUA&H: Vanessa Altieri



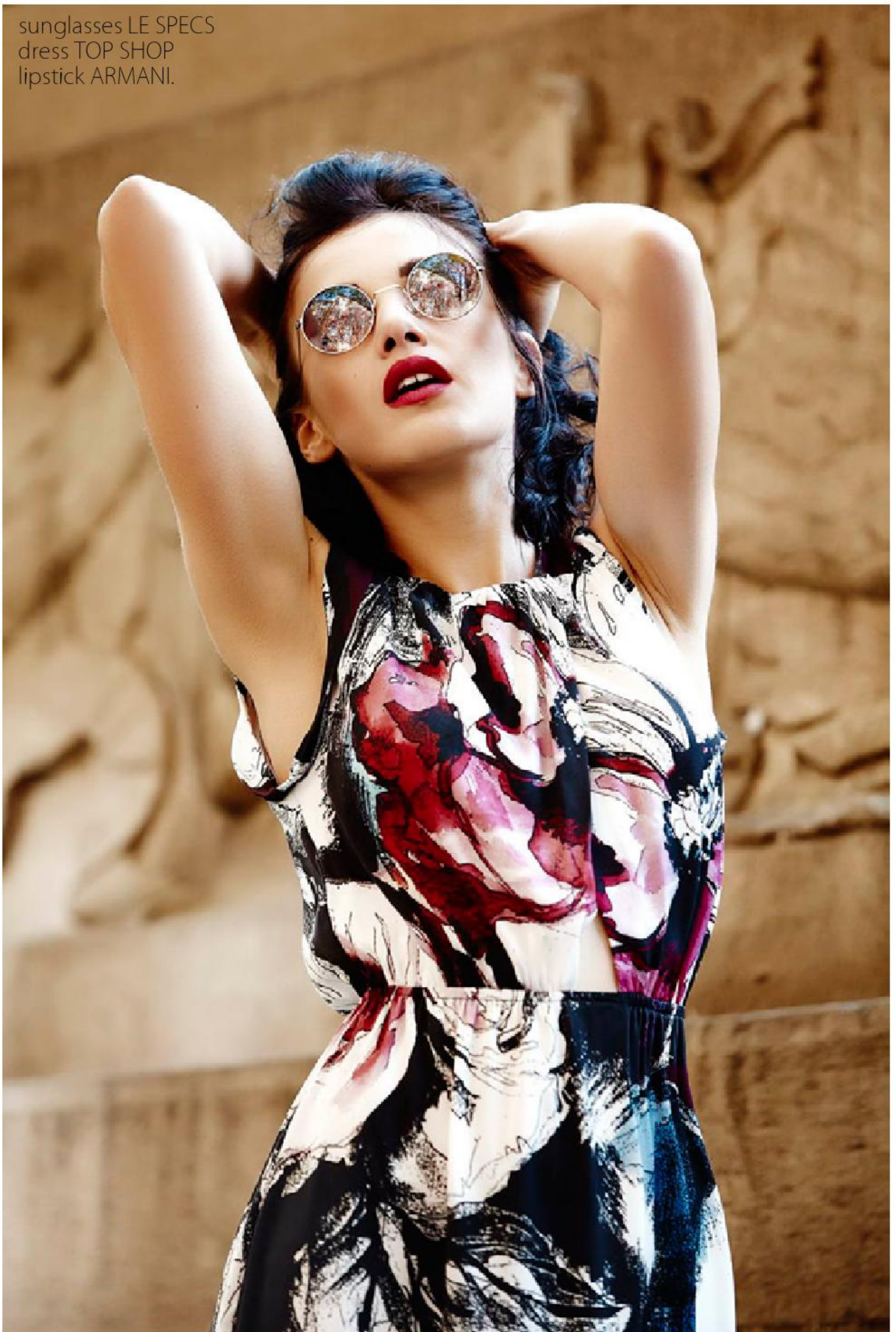
top DRIES VAN NOTEN
jeans CAVALLI
shoes GUESS
sunglasses CHEAP MONDAY
foulard GUCCI
bag VALENTINO



top DRIES VAN NOTEN
jeans CAVALLI
foulard GUCCI.



sunglasses LE SPECS
dress TOP SHOP
lipstick ARMANI.





foulard ERDEM
dress MONKI
jeans NASTYGAL
scarpe VERSACE



foulard ETRO
dress ANTIPODIUM.



foulard ETRO
dress ANTIPODIUM
shoes VERSUS.





MAC
is beauty

MAC

bolero jacket: atelier "Le Gallinelle"
shirt: "Prey of London"

Abosintin

Photography by Michele Iacobini

bustie: "La Perla"
tie: "Sartoria Italiana"



team :

Muses: Margò Cara
Malgozata Moksecka
Elena Santamatilde
Mua & Hair - Francesca Petrangeli
Stylist - Stefano Fepa

white short: "H&M"
bustie: "Dolce&Gabbana"





blazer: "Zara"
Body with pearls and paillettes: atelier "Le Gallinelle"

photo: shirt "Zara"
jacket: "Vintage"
body transparent: "La Perla"
sheer stockings: "Calzedonia"





underwere: "Intimissimi"
jacket: "Raf Simons" -
heer stockings: "Calzedonia"





bustie: "La Perla"
tie: "Sartoria Italiana"



GENNIA WARD

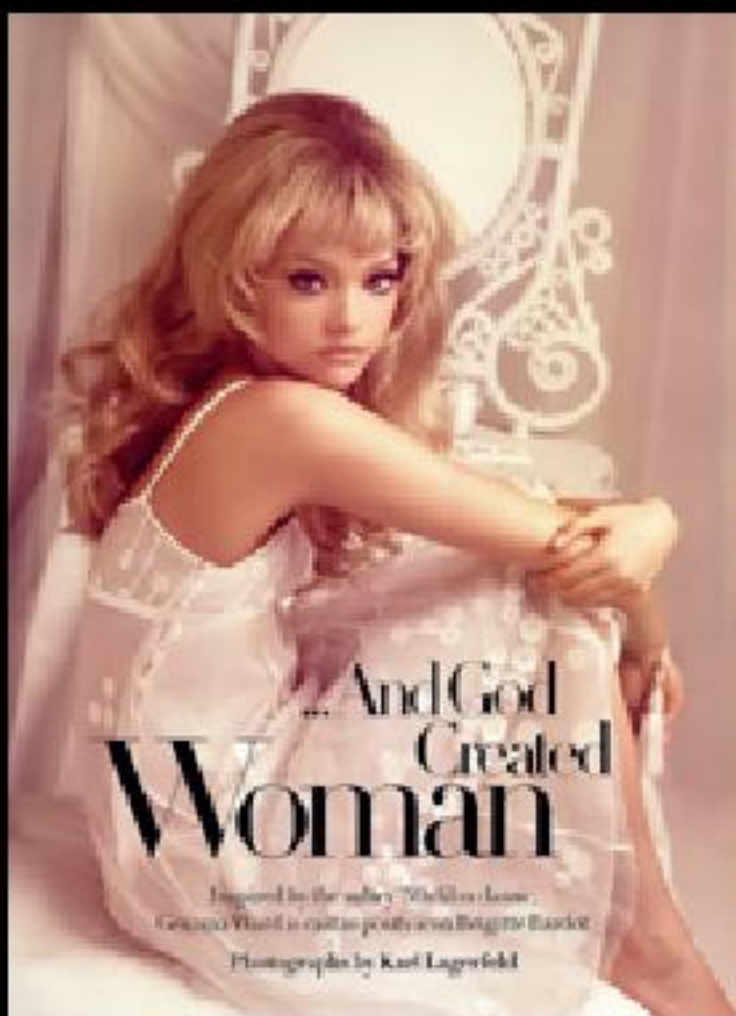
M M M M M M M M M M M M M M M M M



3 November 1987 (age 27)
Perth, Western Australia, Australia

Height 5 ft 9.5 in (1.76 m)
 Hair color Blonde
 Eye color Blue
 Measurements (US) 34-24-34; (EU) 82-61-89
 Dress size (US) 4 EU (36)
 Shoe size (US) 8; (EU) 40

Manager:
IMG Models, Sydney
IMG Models, New York
Why Not Model Agency, Milan
MY Model Management, Korea



Gemma Ward was born on 3 November 1987 in Perth, Western Australia, the second of four children of Gary Ward, a doctor, and Claire, a nurse. She has an older sister, Sophie (who also became a model), and younger twin brothers, Oscar and Henry. She was educated at the Presbyterian Ladies' College and Shenton College. Gemma was the family clown whose ambition was acting. Her passion for acting was born in 1997, when she was cast as the witch in a school play of Hansel and Gretel at age ten.

Ward's brush with modeling was an accidental one. She was discovered in 2002, at the age of fourteen, while accompanying her friends to the Australian modelling competition Search for a Supermodel. As she said in a Teen Vogue interview, she ended up being scouted herself:

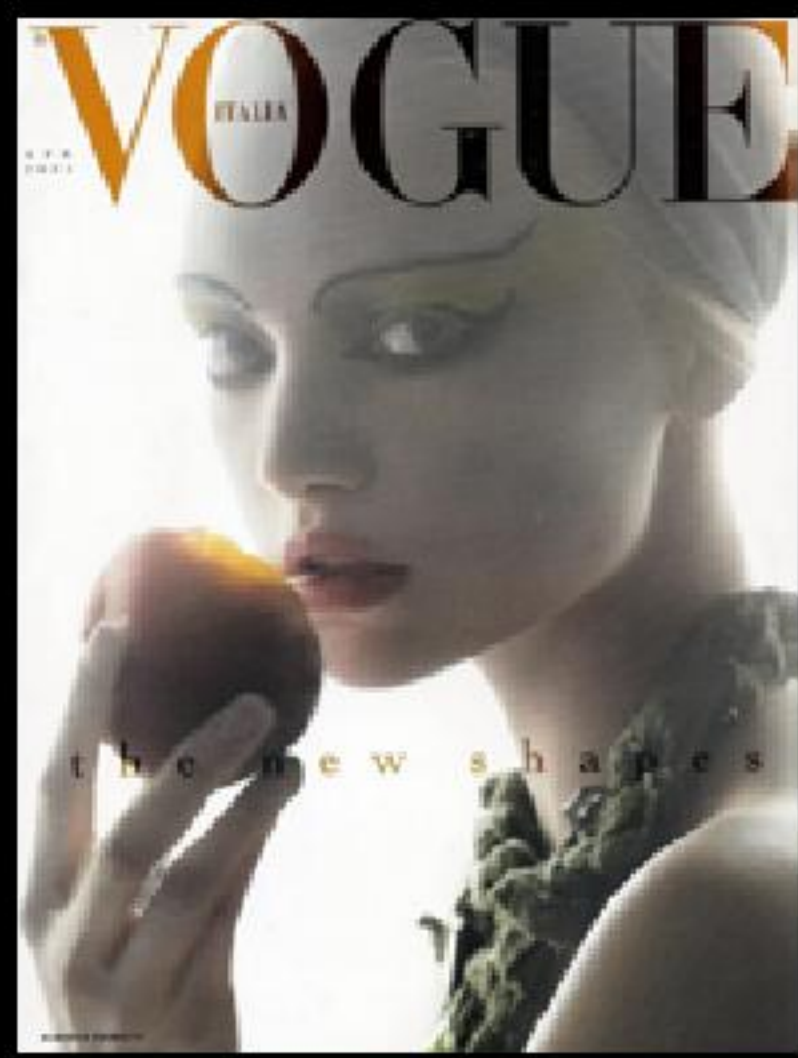
I had come straight from my auntie and uncle's farm, and I was wearing this big gray barn jacket with mud all over it. When the scout came up to me, I said, 'No, thank you.' They forged my mum's signature [for mandatory parental consent], and pushed me in front of the cameras.

Ward didn't win the competition, but her fragile, unique look, got the attention of a spotter from Vivien's Model Agency who saw her potential and made a show reel.[The show reel then landed on the desk of ace model scout David Cunningham from the New York City agency IMG. "Look how confident she is. I mean, she looks like she's been doing this for years, and she's a 15-year-old kid walking in an alleyway in Perth



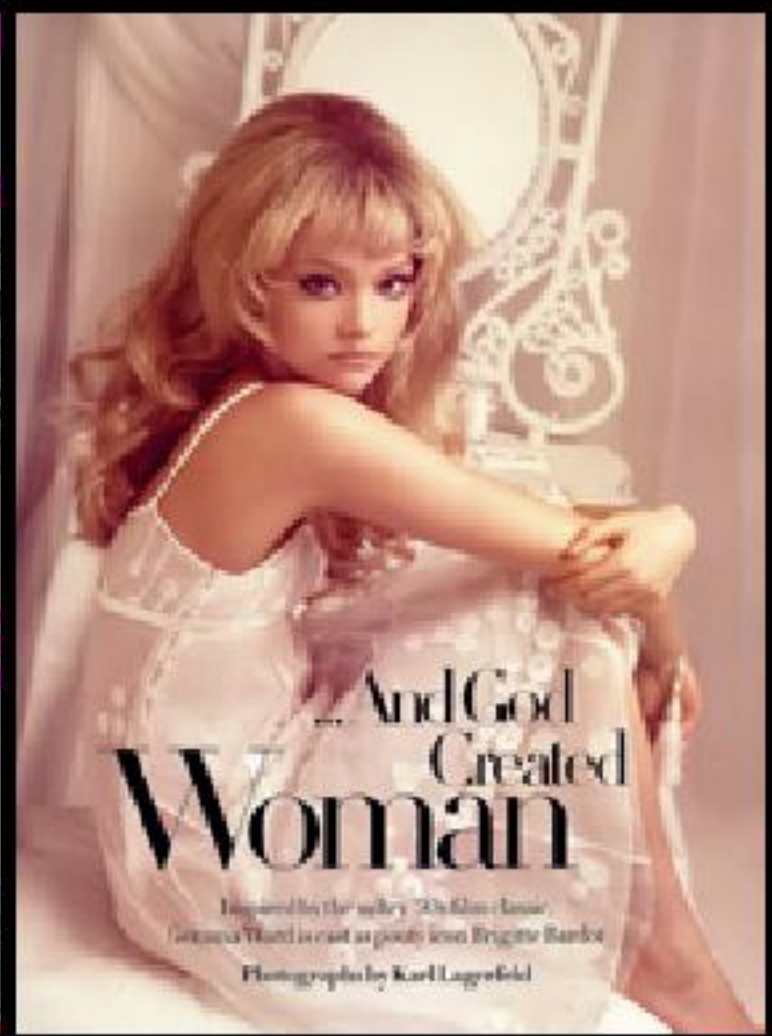
At 15 Ward made her Australian Fashion Week debut in May 2003. Within a year, she was in Italy meeting Prada designer Miuccia Prada. Her look inspired a new generation of baby doll-like models such as Vlada Roslyakova, Heather Marks, Lily Cole, and Lisa Cant. In September 2004 at only sixteen, Ward became the youngest model to appear on American Vogue photographed by Steven Meisel as one of the nine "Models of the Moment" with Daria Werbowy, Natalia Vodianova, Gisele Bündchen, Isabeli Fontana, Karolina Kurkova, Liya Kebede, Hana Soukupova and Karen Elson. By the end of the year, Ward had graced the cover of Australian Vogue three times, British Vogue, Vogue Paris and Vogue Japan. Ward then graced the Spring 2005 cover of TIME Magazine's Style & Design issue. In September 2005, Ward secured a coveted place on the inaugural cover of Vogue China posing between Chinese models Du Juan and Wang Wenqin and was shot by leading photographer Patrick Demarchelier. A staggering 300,000 copies sold in the first three hours "She is every inch blue chip," Vivien's agent Suzie Deveridge said. "Right now she's considered the No. 2 model in the world – and she isn't even 18 yet. By 2006 Ward became Australia's brightest fashion star since Elle Macpherson. At the age of 18, Ward became the first model ever to appear on the cover of Teen Vogue magazine. In Allure magazine (October 2006), Ward is described as "the model of the moment." Allure's creative director Paul Cavaco stated: "We went through a period that was very va-va-voom, but now the pendulum has swung back. Gemma is ethereal, not earthy." Photographer Michael Thompson says, "She's an exotic blonde, the rarest of creatures."





GENNIA
WARD

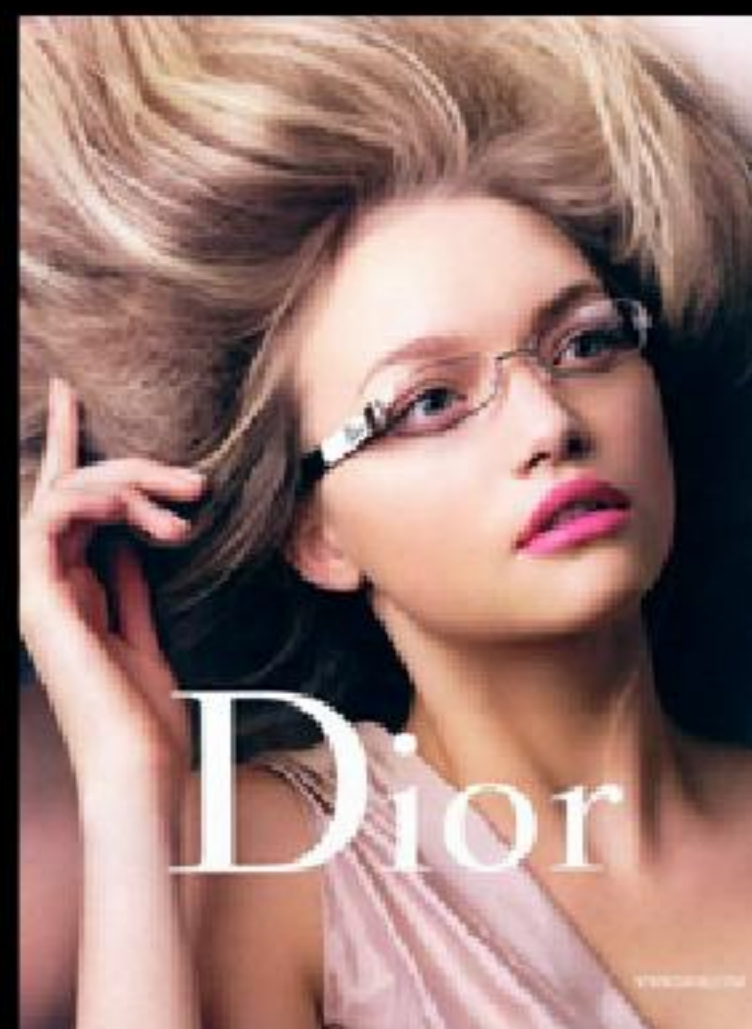




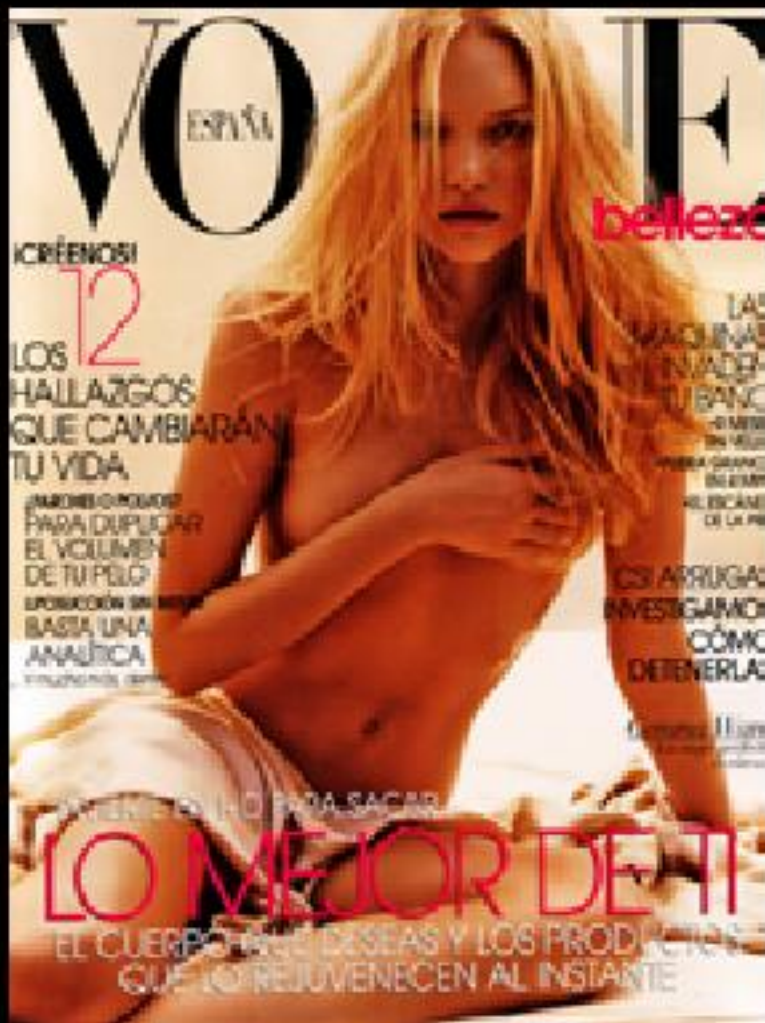


GEMMA WARD

GENIMA



WARD



In 2013, Ward signed with IMG Models Australia, prompting rumours of a modelling comeback.

Return to the Runway, 2014-present

On September 18, 2014 Ward returned to the runway at the spring/summer 2015 Prada show during Milan Fashion Week. In December, Ward appeared on the 55th Anniversary cover of Australian Vogue and along with a 40th anniversary campaign for Country Road, was announced as the face of Prada's Spring/Summer 2015 campaign. In April 2015, Ward made her runway return to Australian Fashion Week, walking for Ellery. Ward also became the Australian ambassador for Coca-Cola Life.

Ward has long aspired to pursue acting and drama is a passion that she has held since she was a child. She starred alongside Toni Collette and Rhys Wakefield in Australian director Elissa Down's film *The Black Balloon* as the girlfriend of a boy whose brother has autism. *The Black Balloon* had its world premiere at the 58th Berlin International Film Festival in Germany in February 2008, where it received a Crystal Bear as the best feature-length film in the Generation 14plus category. She was also cast opposite Liv Tyler in the suspense thriller *The Strangers* as one of the three masked intruders, "Dollface". In the summer of 2009, she took classes at the Stella Adler Studio of Acting in New York.

Ward made her international stage debut in 22 March 2011 for the (PTC) Perth Theatre Company's production of *The Ugly One*. The play centres on the modern obsession with physical beauty and the need to resort to plastic surgery. Her star power brought the PTC publicity and boosted ticket sales. Perth Now's Maria Noakes gave Ward positive reviews for her performance.

MTV Networks' NextMovie.com named her one of the 'Breakout Stars to Watch for in 2011'. In the summer of 2011, Ward played Tamara, an antagonistic mermaid, in *Pirates of the Caribbean: On Stranger Tides*, opposite Johnny Depp.

Personal life[edit]

In early 2008, Ward was reported to have been seeing actor Heath Ledger after media articles linked the two together at end of 2007 holiday celebrations.

Ward and Heath Ledger first met in November 2007 in New York when Ward had just turned 20. In 2011, in an interview for *The Sunday Telegraph*, Ward confirmed that they had "developed a relationship and we started seeing each other." The two then spent Christmas together in their home town of Perth before returning to New York where Ledger died less than a month later, on 22 January 2008.

Ward and her partner David Letts became parents in early December 2013. Gemma gave birth to a baby girl, whom she named Naia

Skirt: Thierry Colson
Earrings : Office Bacteria
Rings : NIS
Fur Coat : Bomba&Lola



60's IN THE AIR

Photography by Sam Ssefa

Coat & Dress: Lan Yu Couture
Sunglasses: Thierry Lasry Courtesy of Marc Le
Bihan Paris

team :

Muse: Judith @ Metropolitan Paris

Stylist: Maryna Kovaltchuk

MUA: Masafumi Matsuda

Hair: Aiko Sato

Dress : Manoush
Earrings : Office Bacteria
Heel : Valentino





Shoes: Goldenponies, Chicadecanela
Bag : Little Sunny Bit
Coat & Dress: Lan Yu Couture

Hat : Petite NANA
Top : Röyksopp Gakkai (HK)



Short : M Missoni



LENA VIDDO ARTIST



Lena Viddo brings all of her enthusiasm for narrative and detail with the images she creates without sacrificing painterly values. Her surface is fine and almost irresistible to touch. Her paintings are vivid and complex tales driven by a central story which is often both disturbing and whimsical. A visual artist of Swedish-Colombian descent she most often finds her expression in painting. She is classically trained and studied painting in Florence at the Polimoda, and in New York City at The Art Students League, F.I.T., Parsons School of Design and New York Academy of Art. Viddo currently lives and works between two studios; New York City and rural Vermont, straddling the two opposite worlds for over 20 years. Her points of reference reflect the two influences and draw on her responses to both, and much more, to inspire and inform her allegorical portraits and mindscapes which serve as critiques of modern life, materialism and mankind's obsession with greed, lust for power and fascination with celebrity. Upon closer inspection of Viddo's creations, the viewer is drawn into a surrealistic natural world that is indifferently cruel. Lena's fascination with mother nature and it's hold over all creatures is central to her deeper exploration. Her attempt is to depict the natural world's subjugation of man and beast alike. The biological destiny and fate which compels mankind to dominate, seduce, submit, kill and eat in order to ensure survival is explored as bedazzled vixens hypnotically coexist between animal and human realms fashioning a new world among pop culture icons, symbolism and stark landscapes. Viddo positions herself as a contemporary artist maintaining a tradition of painting that includes a long line of artists, masters, modernists and contemporaries. Her work is suffused with classical, modern and present day references alike. She draws inspiration from many of the European masters including Bosch, Botticelli, and Ingres. Last year Viddo represented USA at the Florence Biennale in December. She recently exhibited in "Bad For You" an exhibition curated by Beth Rudin Dewoody at Shizaru Gallery in London. The show was rated top show in London during Frieze that year. She also exhibited at Scope Art Fair with Hangar for Miami Art Basel last December, and more recently her work was featured in "Protect and Serve" a group exhibition at Inter-Space in Bushwick, Brooklyn. Her work will be featured in Kaleidoscope, a group show this month in July at Lyons Weir Gallery in Chelsea New York.





Behind my work as an artist lies an insatiable desire and gluttonous lust for all the pleasures and pain that life has to offer. I am insatiable and find solace in my painting because there I can revel in my decadence and longing without shame or scarcity. There is always more from where the former came.

My paintings blend themes of pop culture and the natural world into whimsical and often disturbing allegorical commentaries in which I attempt to represent the ambivalence and discomfort I feel in relation to mainstream popular culture. I focus on narcissism, self interest, body image and in particular the tyranny of beauty as a manifestation of an insatiable need to please, youth's domination, and mankind's quest for immortality. My list of concerns is long, extending beyond any one subject. Although difficult I try in my work to swim against this current of mainstream pop culture and its decadence with my visual messages hoping to ignite and stir some controversy within my audience.

My paintings address these concerns through human and animal interactions in a luxuriously stylized world of beauty, loneliness, glamour and death. My human protagonists are cryptograms staring out at the viewer with undetermined expressions of longing and curiosity; bewildered, bedazzled or bemused by the wonder and the horror that come with life in contemporary culture. My animal subjects appear feral and to be suspended in a moment of tension, but beneath the surface these creatures personify aggression, hierarchy, territorial desire, isolation, and pack mentality. Nature's cruel indifference is embodied in their exchanges. I contend that we are all animals with primal instincts lurking in our depths waiting for the opportunity to leap forth and slide past a conscious moment. We are always caught between two worlds; as we experience consciousness and the ability to choose right from wrong in the daylight hours, and then slip to satisfy urges and instincts as we encounter our shadow animal selves in dreams at the darkest hours of night and in the deepest recesses of our souls.

My work is informed by the natural world and from a range of cultural sources including porn, fashion magazines, news headlines, advertising campaigns. I interweave this with the inspiration I draw from my interest in Taoism, Jungian psychology, transcendental meditation, philosophy and including my work with psychedelics. I try to make paintings that are open ended and provide a pathway to the child inside of every viewer. I hope to inspire people to draw their own conclusions as to their meaning. Making up their own story is part and parcel of the accessibility of each work. I prefer not to over explain and map out the meaning of each piece, it's symbolism, objects, vixens, shades of myself and the other icons found there. I think it is important for the viewer to draw their own conclusions and inferences when interfacing with the work from the clues I have left them. Sometimes I want it to be serious, but I also think humor and caprice are important since in the end, what do any of us really know in this crazy menagerie we find ourselves in.









LENA VIDD

ARTIST



• **team**
• Muse: Tsveti Linkova
• Stylism: Antonio Bordera
• MUA&H: La Pelu



Photography by Toni Lozano

Estilismo: Antonio Bordera



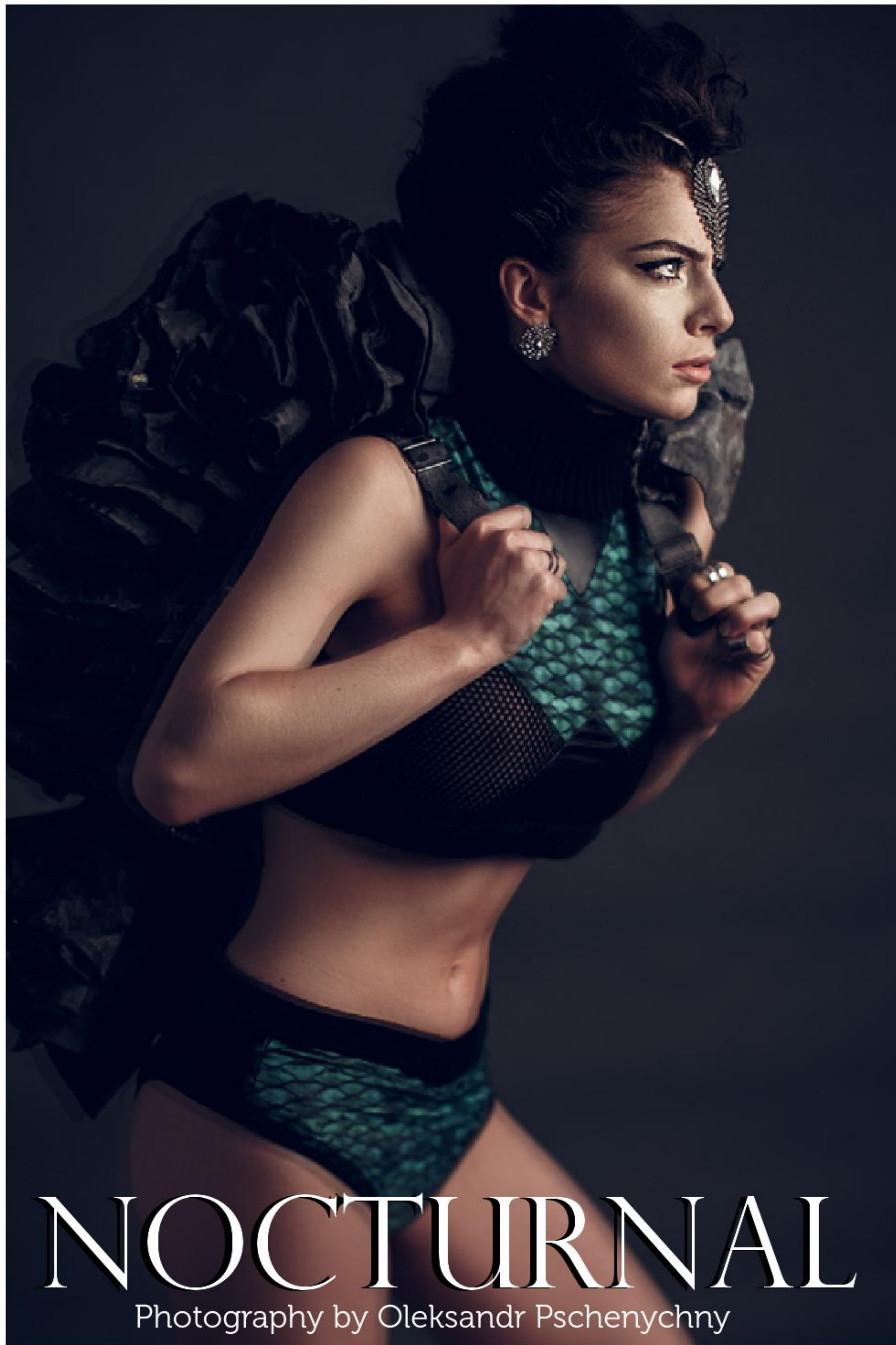












NOCTURNAL

Photography by Oleksandr Pschenychny



team:

Muse: Catharina Berman Olsen @ Le Management:
Photography Assistant Iryna Pschenychna:
Styling Eliza Georgieva:
Make Up and Hair: Ekaterina Krarup Andersen:
KatjaKrarupAndersen:











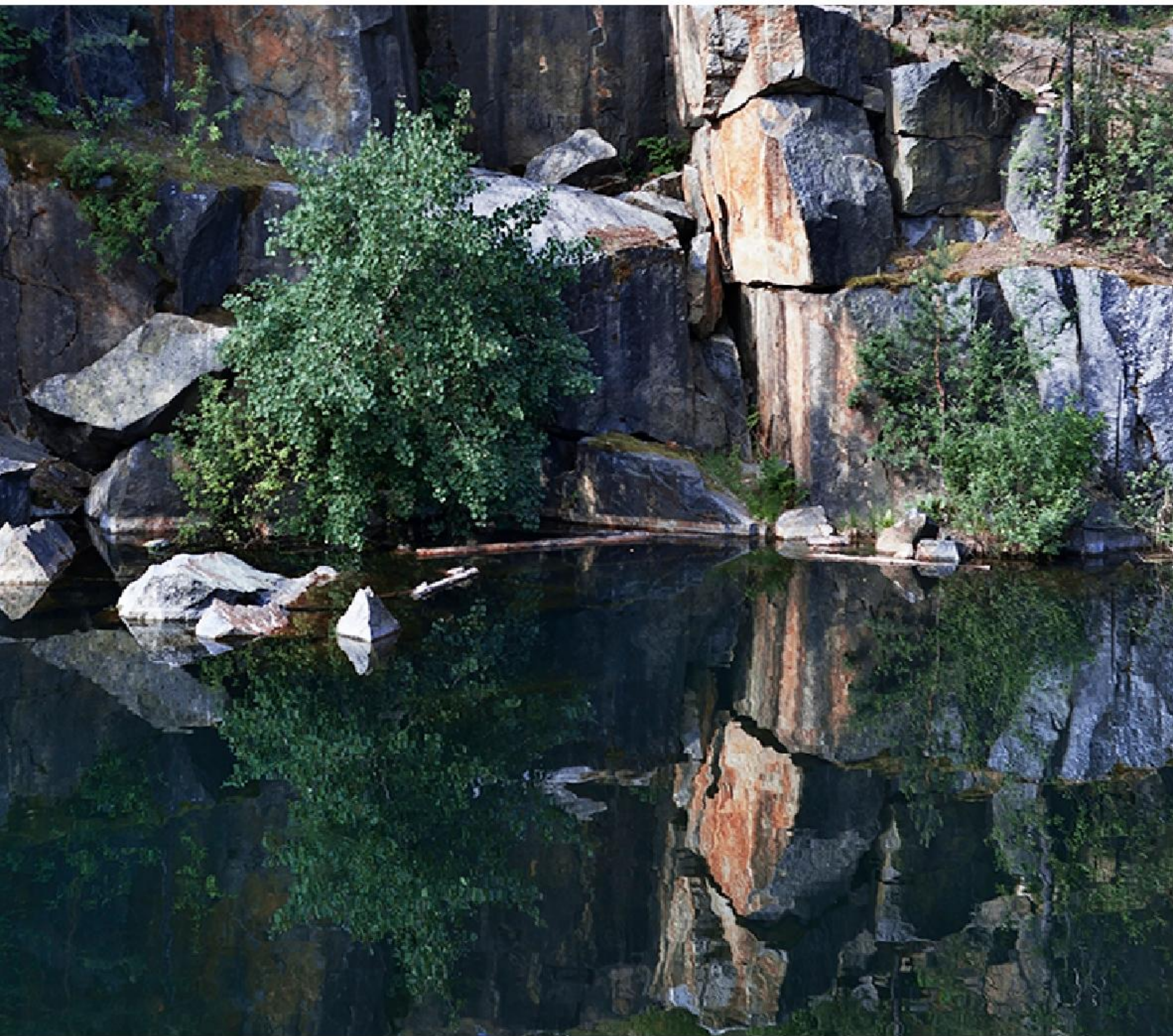


Bust la Vie en Rose
Blouse schmeinck



SOMEWHERE

Photography by Maryna Kopylova

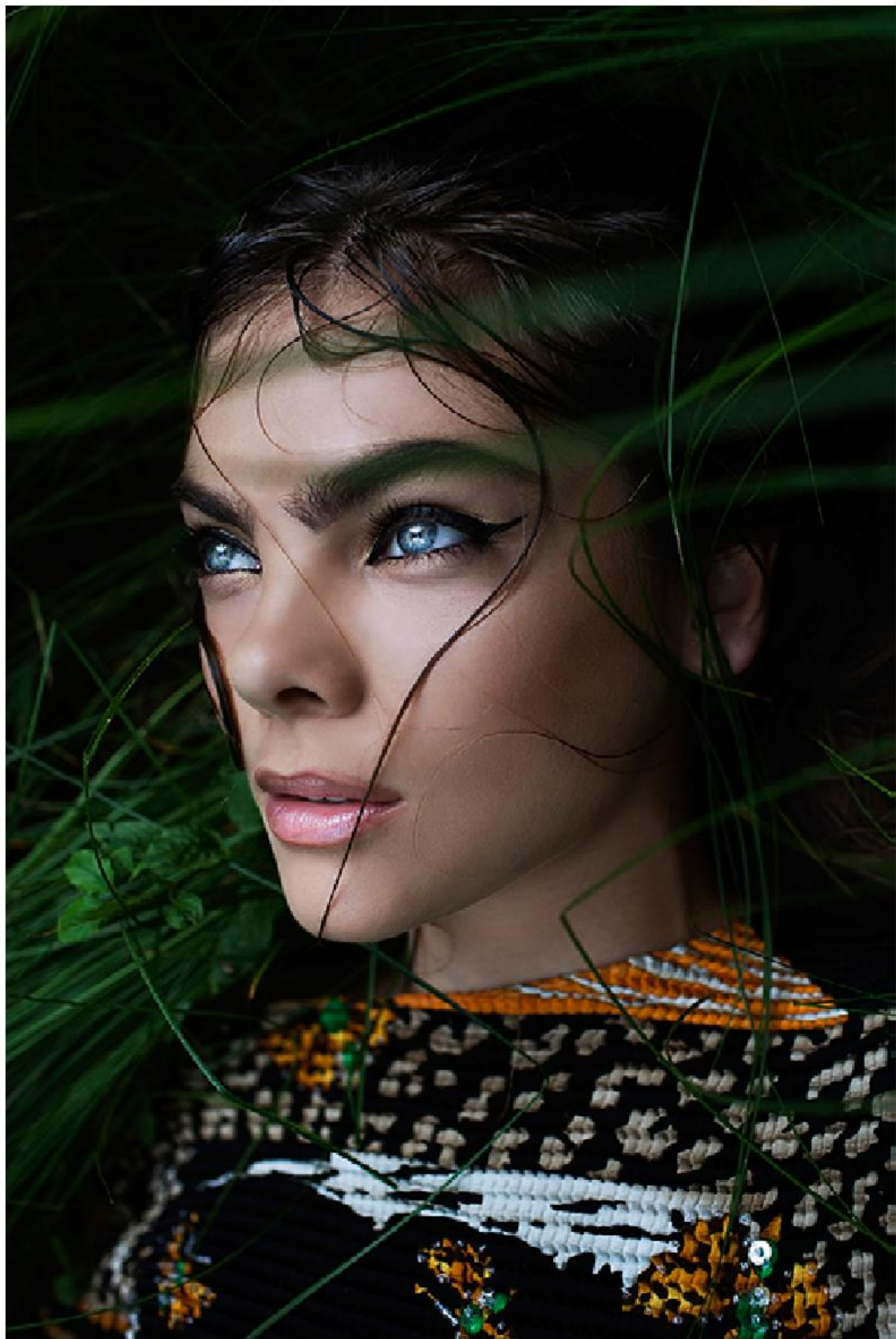


team :

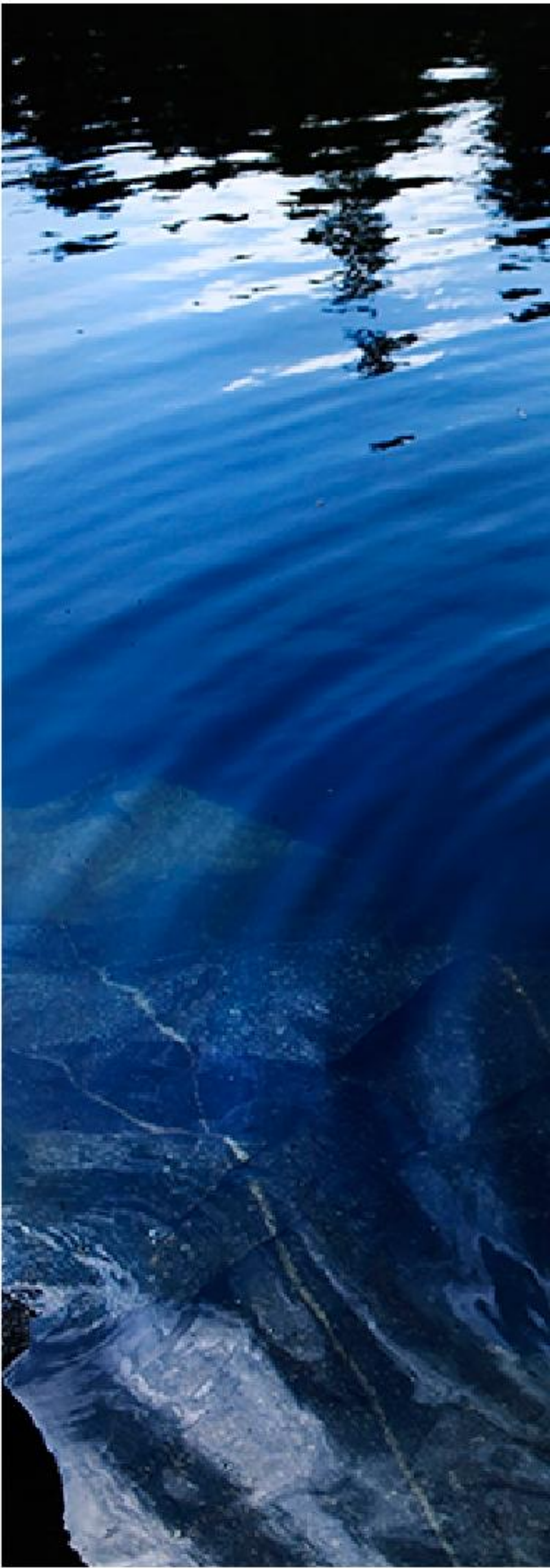
Muse: Daria @ L-models :
Stylism: Maryna Kopylova :
MUA&H: Elena Kalinina :

Top HUNZA PleaZe
Shorts AYANAPA





Bust la Vie en Rose
Shorts la Vie en Rose
Blouse schmeinck







Bust la Vie en Rose
Shorts la Vie en Rose, Blouse schmeinck



Dress F&F collection



Top Vintage
Shorts la Vie en Rose



T-SHIRT, JACKET & SHORTS AMERICAN VINTAGE
SHOES PZERO



SUNLIGHT SPLASHES

Photography by Sergio Frias

T-SHIRT & SWIMMWEAR IMPETUS
JACKET AMERICAN VINTAGE
SUNGLASSES POLICE
HAT DENNY ROSE



team :

Models: Gina Laline & Aaron Martinez :

Stylism: Mar Alcala :

Production: Slaine 2 :

Special thanks to Mercure Hotel Santo Domingo :

HAT DENNY ROSE
T-SHIRT AMERICAN VINTAGE
JACKET AMERICAN VINTAGE
SWIMWEAR QUICKSILVER



HAT NINE WEST
SUNGLASSES GUESS
BRACELET MISS SIXTY
SWIMMWEAR & TROUSERS DENNY ROSE
SHOES PURA LÓPEZ





A

HAT NINE WEST
BRACELET & NECKLACE BIMBA&LOLA
RING AGATHA PARIS
BIKINI GUILLERMINA BAEZA
BLOUSE HOSS INTROPIA
SHORTS DENNY ROSE
SHOES NINE WEST

HEAD BAND DENNY ROSE
NECKLACE BIMBA&LOLA
RING MANGO
BIKINI & BOILERSUIT GUILLERMINA BAEZA



SUNGLASSES PRADA
SWIMMWEAR IMPETUS

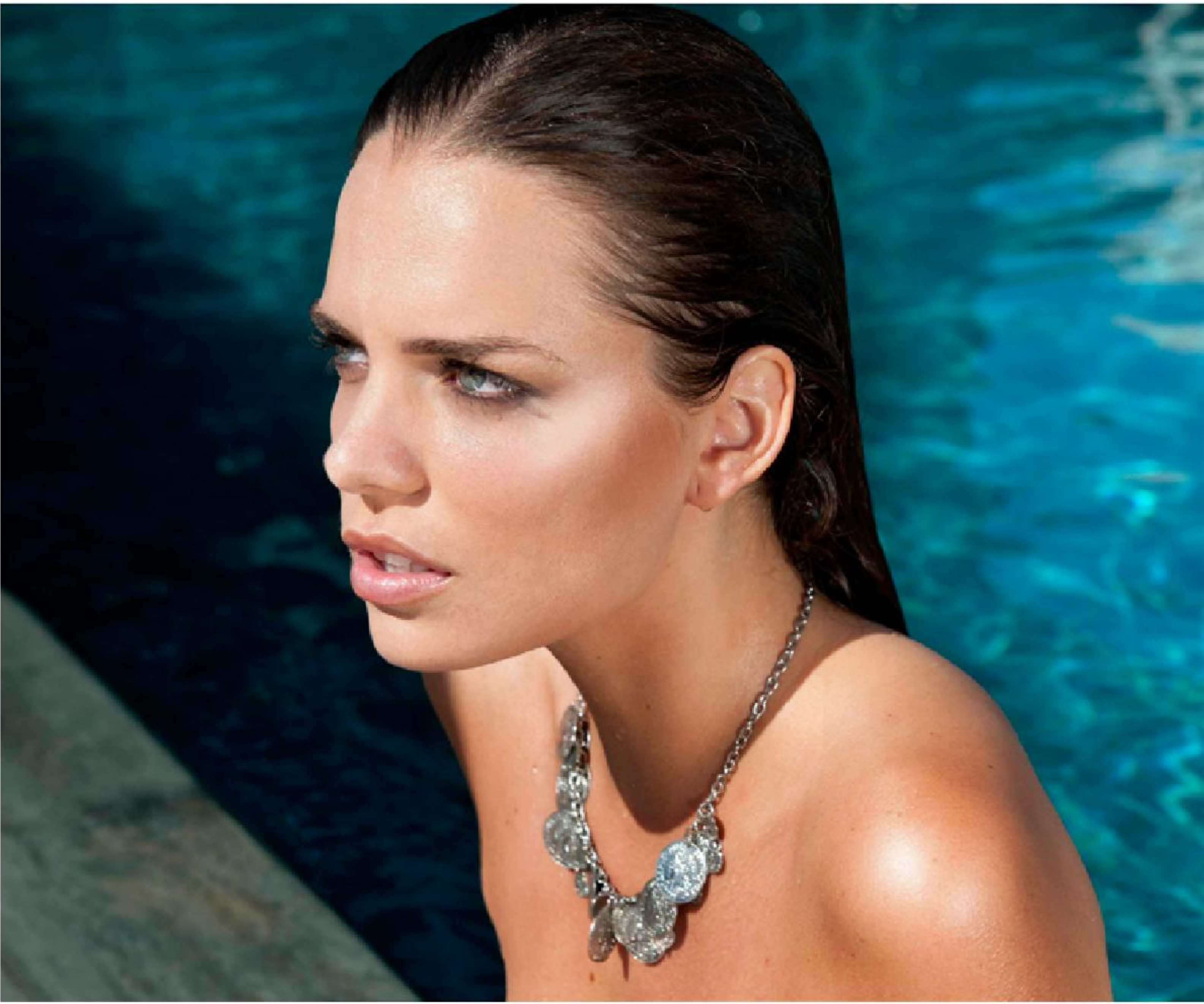








HER
NECKLACE PAPAYA
BIKINI JOTA+GE
HIM
VEST LEVI'S





BIKINI JOTA+GE
NECKLACE PAPAYA





Photography by Alberto Romano

CHILYNG KW

team

Muse: Chilyng Kw
Stylism: Ausrie Fel







2bemag

Talents Magazine

are you the
TALENT



Let us know about you and get featured.

editor@2bemag.com 

FOLLOW US

